

DIGITAL: AUDIENCES & STRATEGY

Vince Ford
Director of Digital Media
New York Philharmonic



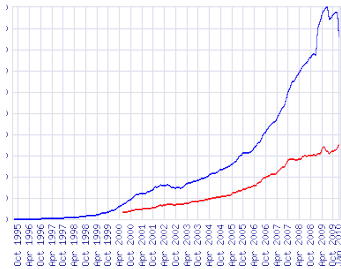
HELLO.

- Why does it matter?
- What is a digital strategy?
- How to pull the pieces together?

WHY TALK ABOUT DIGITAL?

Because.

WHY DOES DIGITAL MATTER?



Consumer have evolved rapidly.

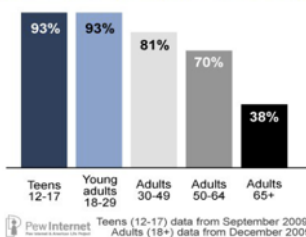
- Online video streaming has grown at a factor of 2-5x year-over-year since 2005.
- Services such as HULU, Netflix and YouTube have captured the major share of online consumers.



Access to digital content is simpler and more readily available.

- Media consumers have become increasingly accustomed to “anywhere, anytime” access to all forms of digital content (music, video, photos, information, account management).media, social media and email.

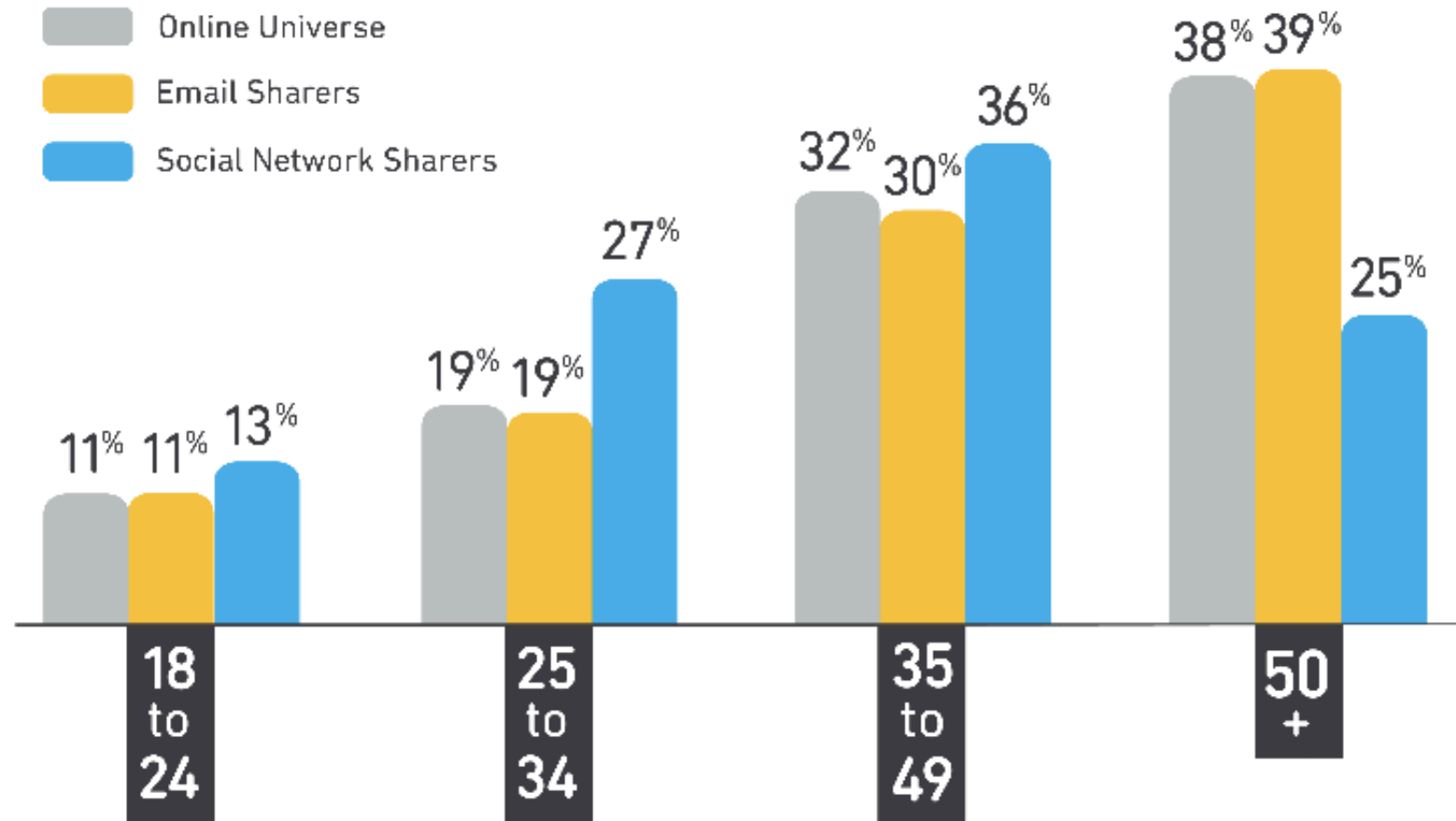
Who's online? The internet by age groups



Digital Media is not just for young people.

- The older demographic in the U.S. is consuming a greater proportion of Digital Media content.
- 35-55 year-olds participate on YouTube and Facebook at rates that are growing faster than younger users.

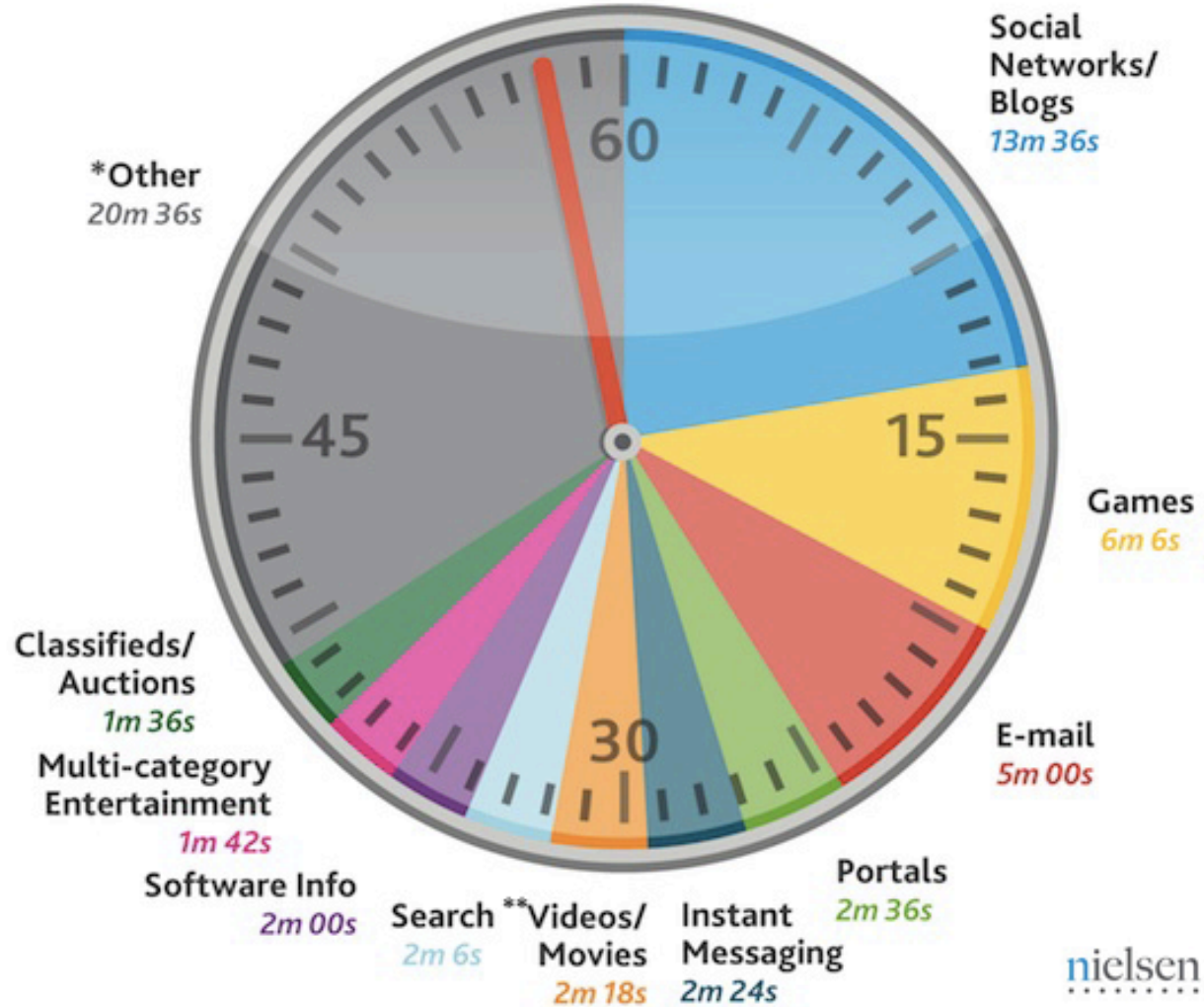
ONLINE BY AGE.



OUR TIME SPENT ONLINE.

RANK	Category	Share of Time June 2010	Share of Time June 2009	% Change in Share of Time
1	Social Networks	22.7%	15.8%	43%
2	Online Games	10.2%	9.3%	10%
3	E-mail	8.3%	11.5%	-28%
4	Portals	4.4%	5.5%	-19%
5	Instant Messaging	4.0%	4.7%	-15%
6	Videos/Movies**	3.9%	3.5%	12%
7	Search	3.5%	3.4%	1%
8	Software Manufacturers	3.3%	3.3%	0%
9	Multi-category Entertainment	2.8%	3.0%	-7%
10	Classifieds/Auctions	2.7%	2.7%	-2%
	Other*	34.3%	37.3%	-8%

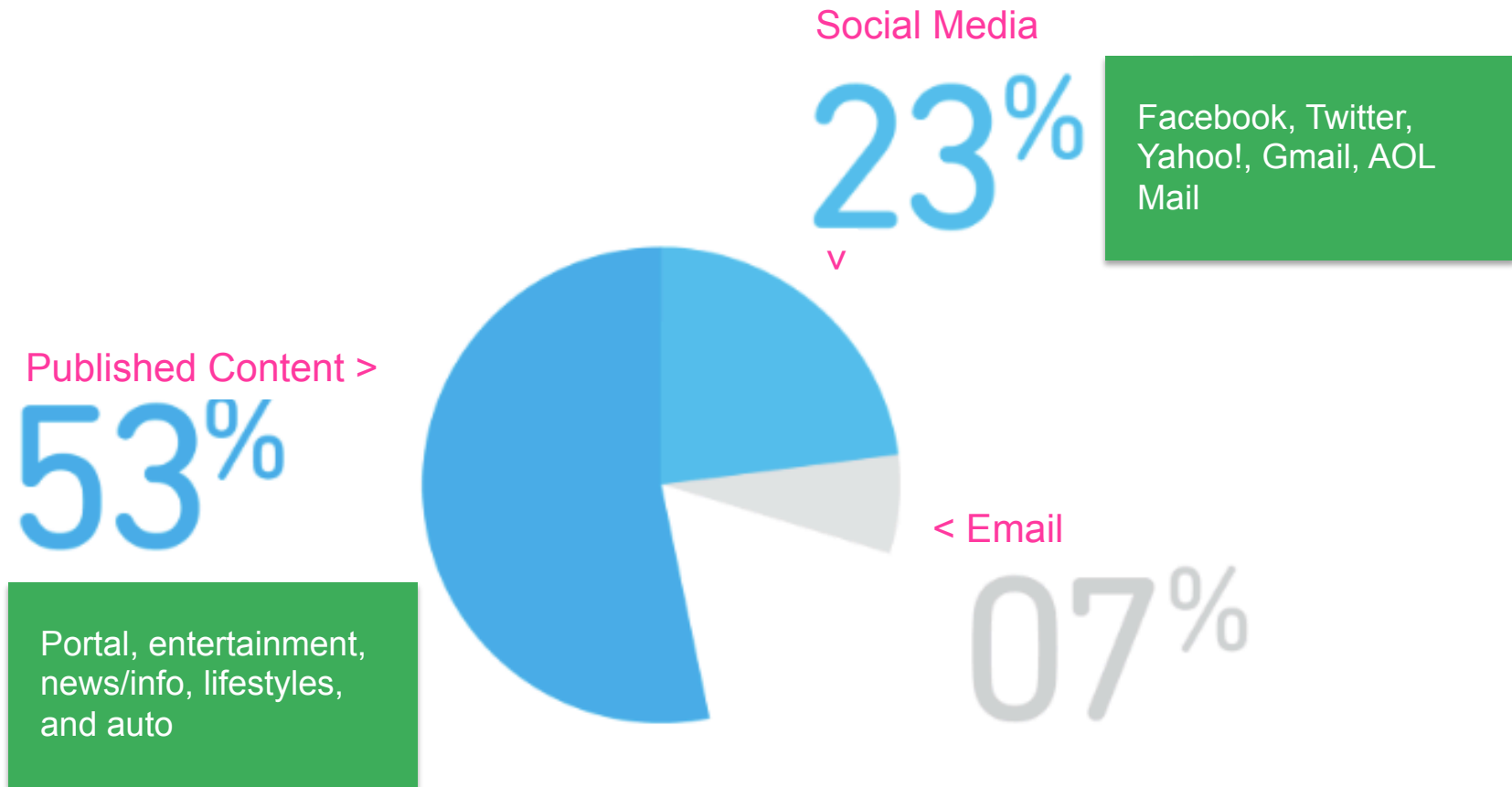
TYPICAL HOUR ONLINE.



Source: Nielsen NetView. June 2010

nielsen

TYPICAL HOUR ONLINE.



Age distribution on social network sites

United States, data sorted by average age per site, youngest at the top



Data source: Google Ad Planner (United States demographics data)

www.pingdom.com

WHAT ARE THE BENEFITS?

- Access: musicians, content, organization, information
- Convenience: anytime, anywhere, online concerts, YouTube, ticket purchases
- Interactive: social media, interactive components

**BUT CLASSICAL
MUSIC CUSTOMERS
ARE DIFFERENT.**

Nope.

DIGITAL HABITS.

94%

Purchase
Music
Online

60%

Download
Music
Monthly

45%

Stream
Pandora or
Radio

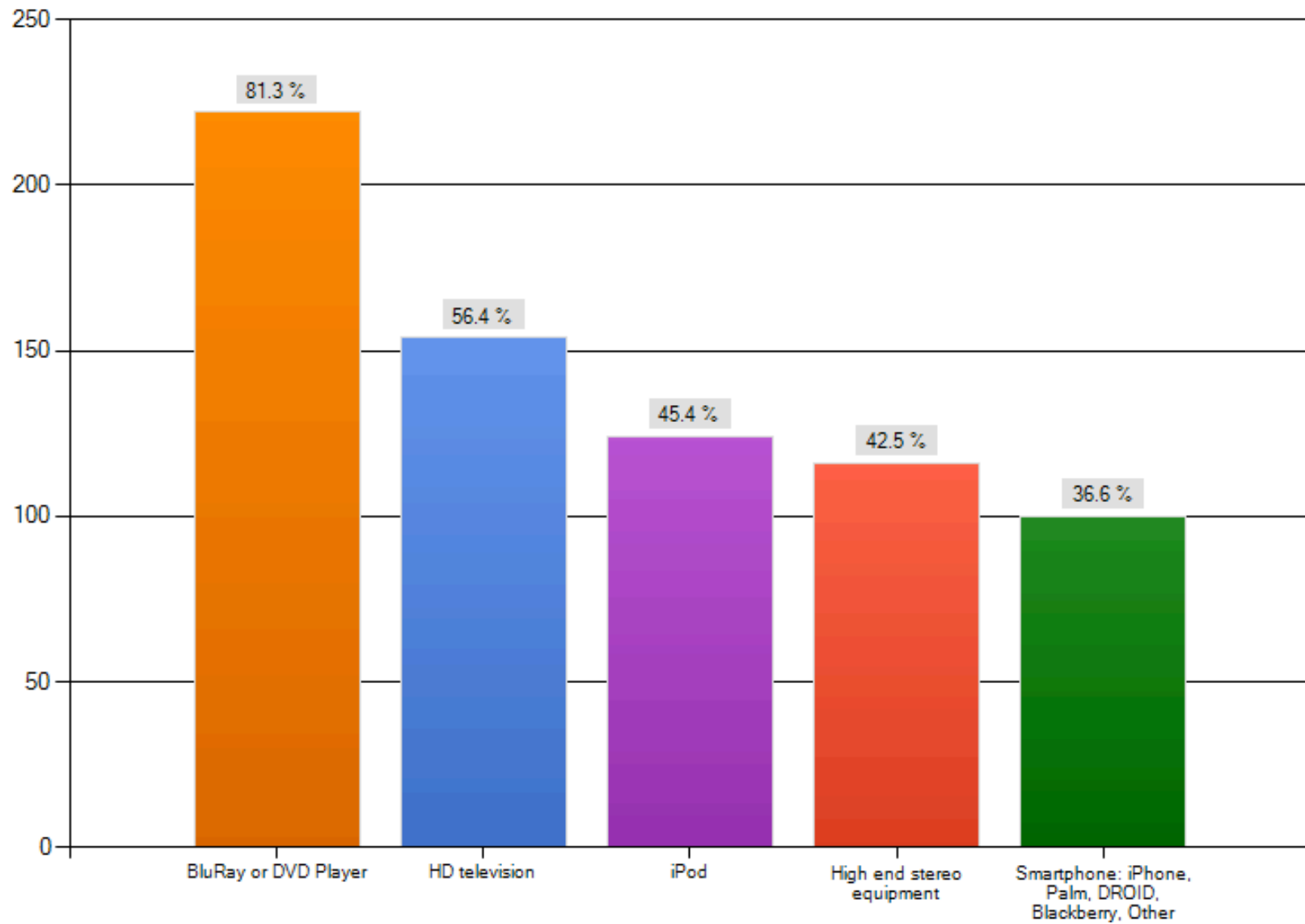
60%

Watch
video
Monthly

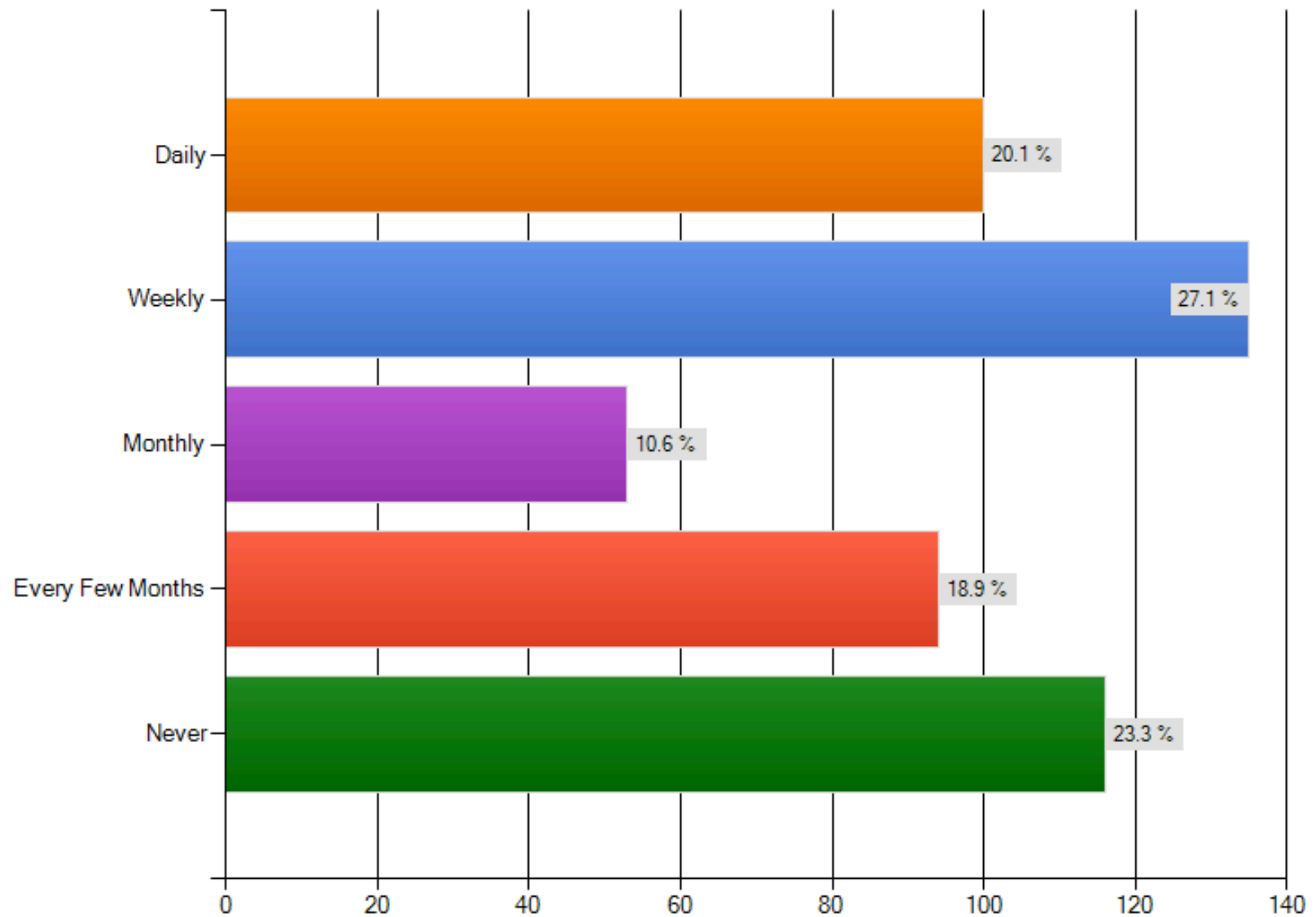
50%

Use Social
Media
Monthly

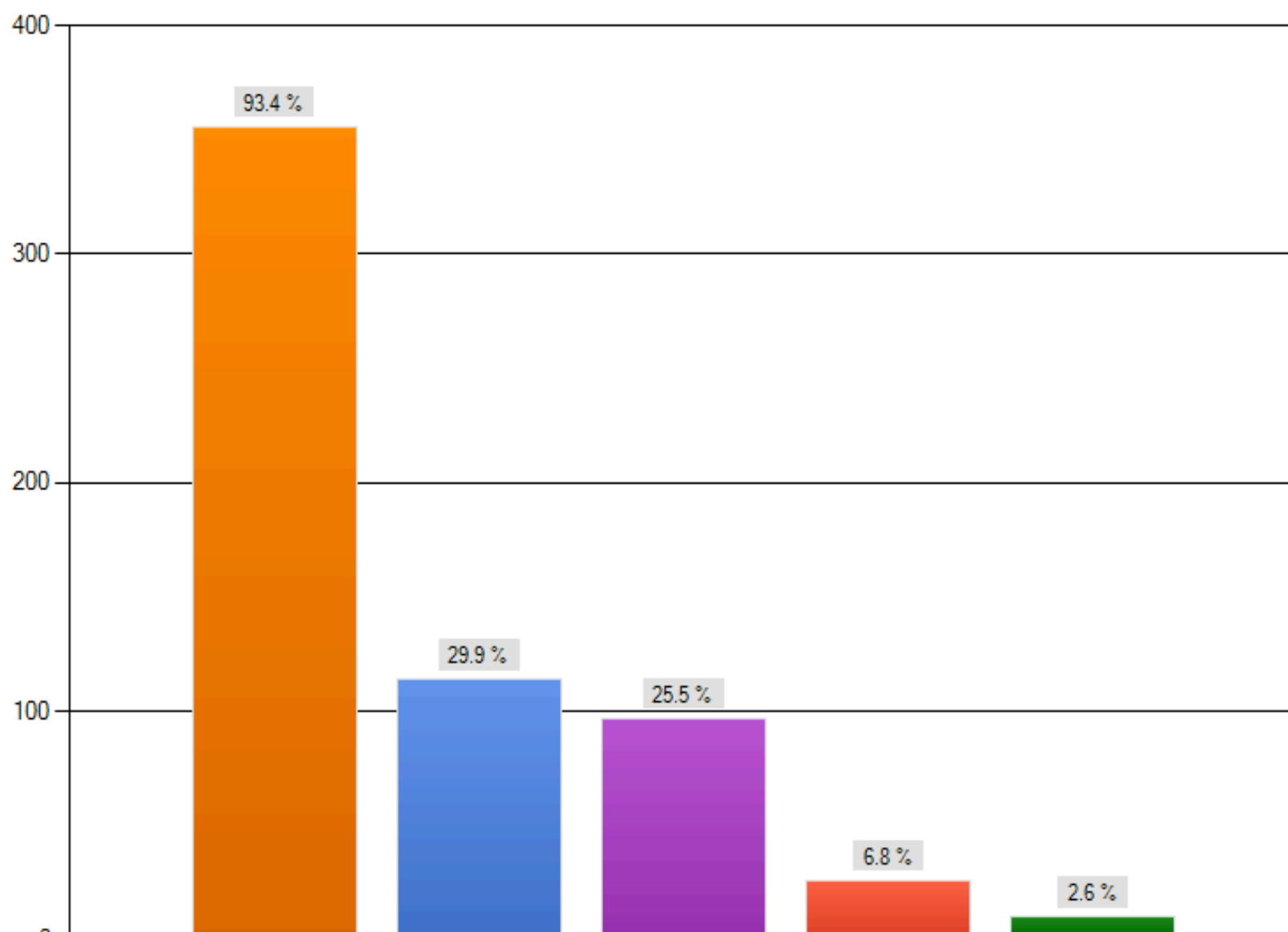
Which if any of these types of audio/visual equipment do you currently own?



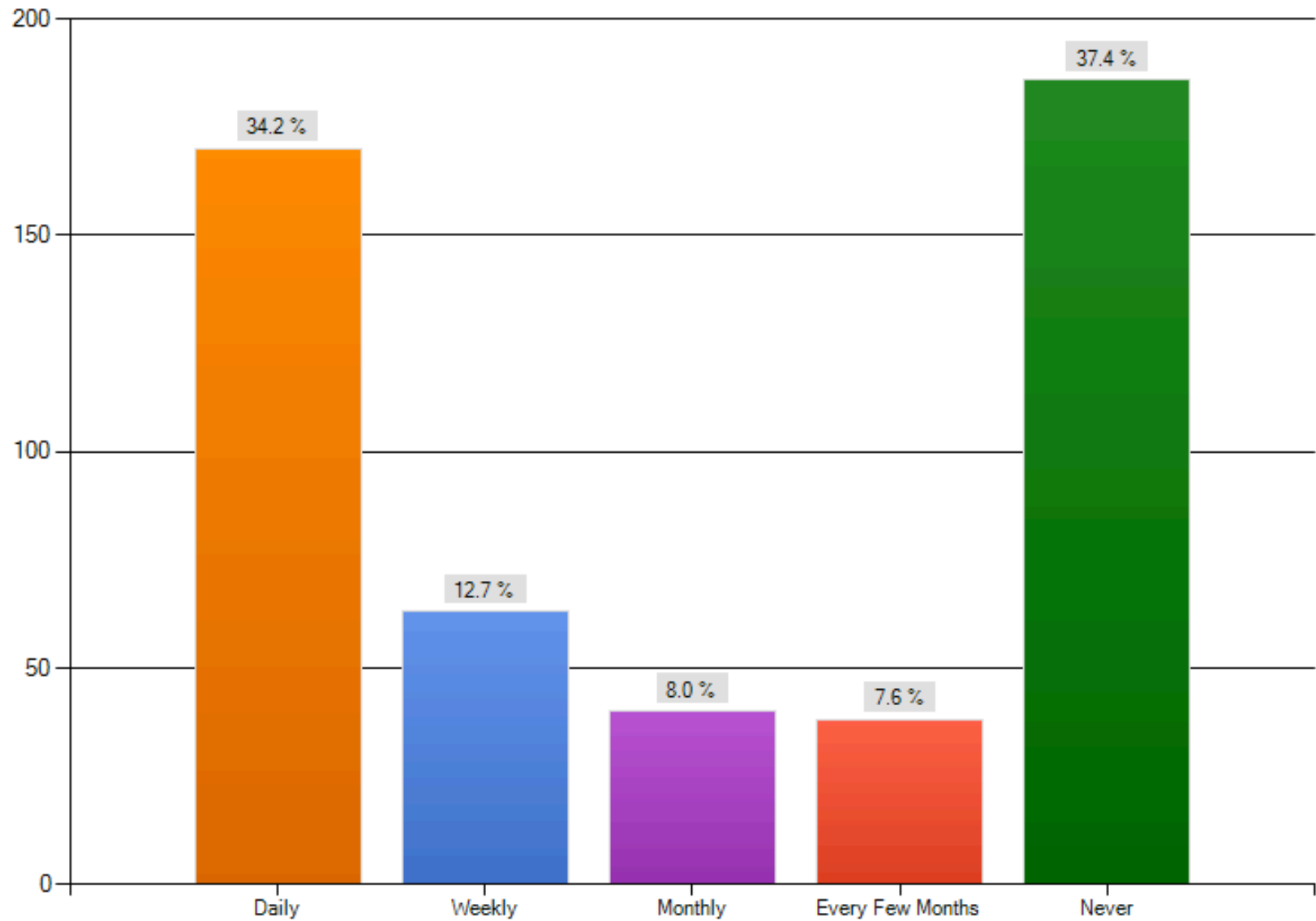
How often do you watch video online?

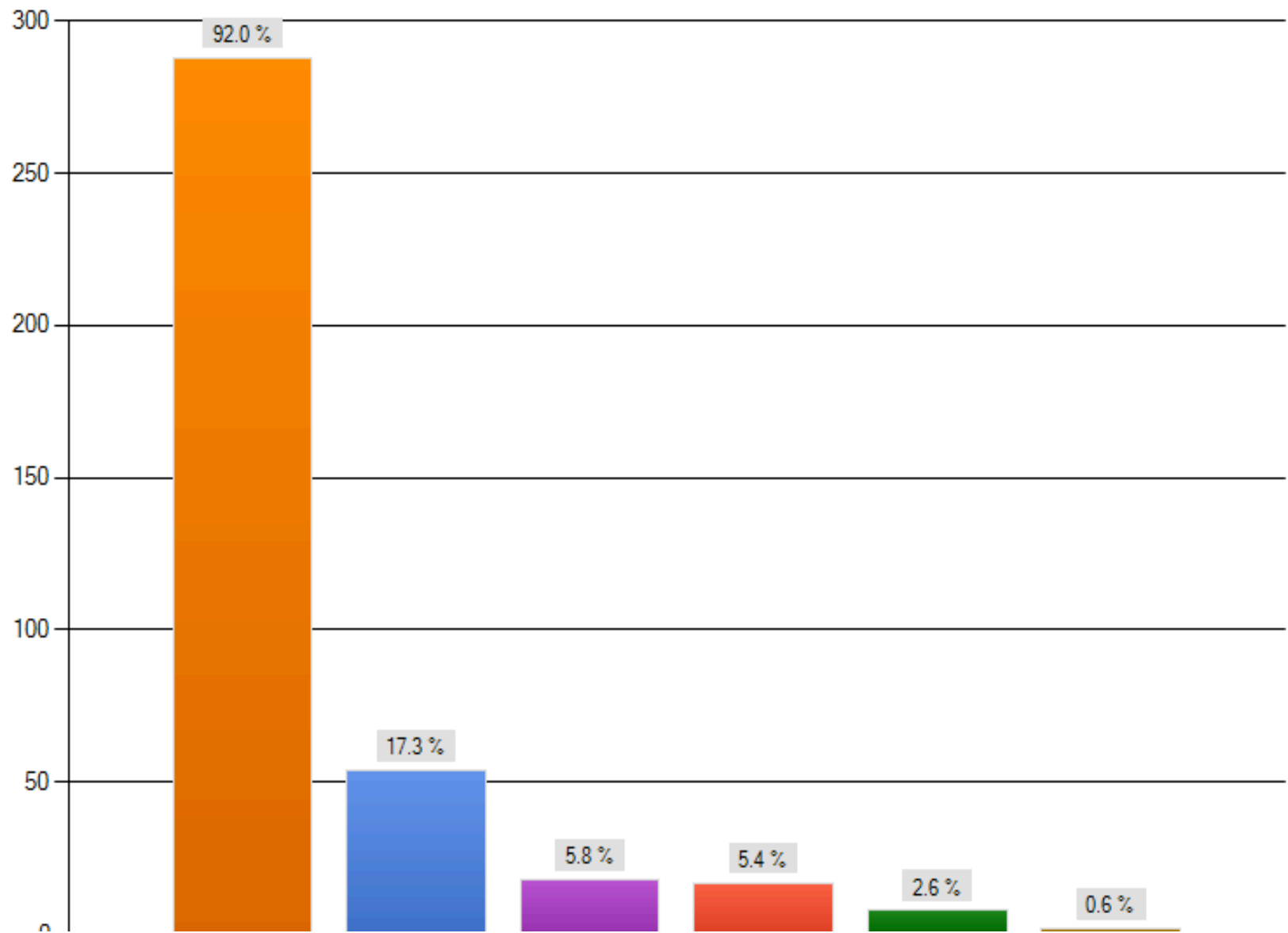


What services do you use to watch video online?



How often do you use social networks?





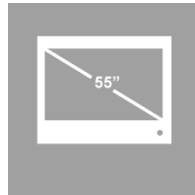
DIGITAL PROJECTS.

How do we decide what to do?

EXCITING IDEAS.



Mobile
Video



3D TV



Digital
Signage



Kiosks



Barcode
Tickets



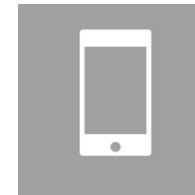
Social
Networks



Online
Learning



Digital
Albums



Mobile
Apps



Online
Concerts



Hospital
Network



HD Video



RFID
Cards



Flipcams



Mobile
barcodes

PROJECTS USUALLY BEGIN...

- Board member reads about the “latest” trend in a NY Times article.
- An intern launches a Facebook page.
- Marketing is desperate for something to help push a concert.



BUT WHAT HAPPENS NEXT?

- No one knows what to do with it.
- Sits, neglected and undeveloped.
- Realize you need resources (\$/people) to keep it going.



GUIDING PRINCIPLES.

1. Commit.
2. “Test and learn” approach.
3. Stick with mass market trends.
4. Choose based on user needs.

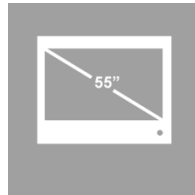
STRATEGY & IMPLEMENTATION.

Putting it all together.

EXCITING IDEAS.



Mobile
Video



3D TV



Digital
Signage



Kiosks



Barcode
Tickets



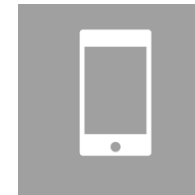
Social
Networks



Online
Learning



Digital
Albums



Mobile
Apps



Online
Concerts



Hospital
Network



DPTV



RFID
Cards

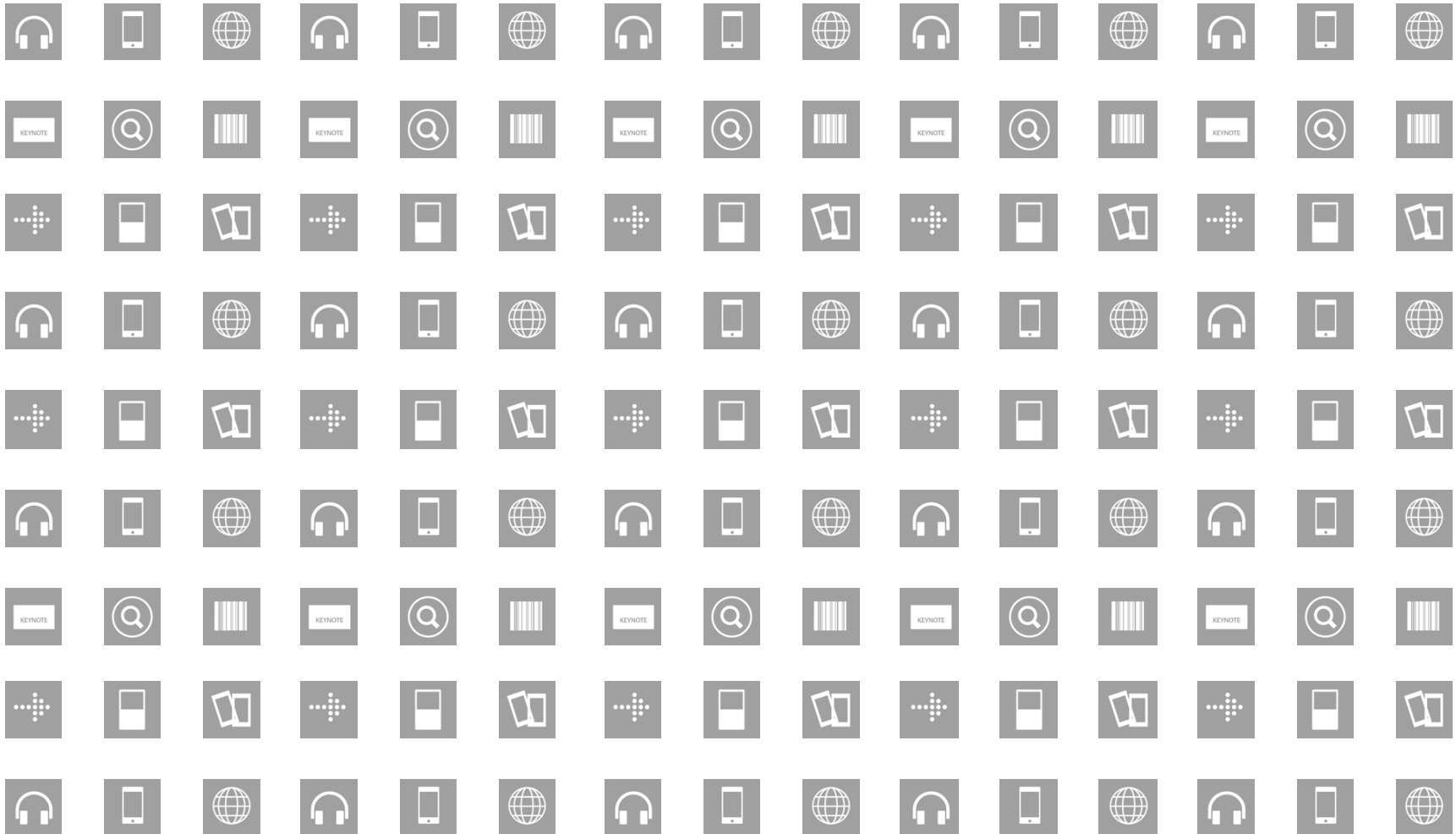


Flipcams



Mobile
barcodes

SUGGESTIONS...



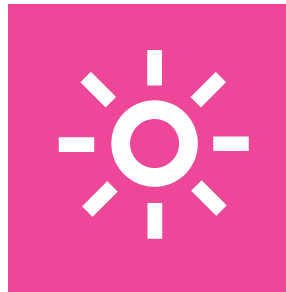
3 AREAS OF FOCUS.



ENGAGEMENT

Create engaging, convenient and accessible relationships with current and future patrons.

- Social media
- Website features
- Select your own seat
- Print at home tickets



DISTRIBUTION

Broadcast music and education programs to anyone, anywhere, anytime.

- Webcasts
- YouTube
- Mobile

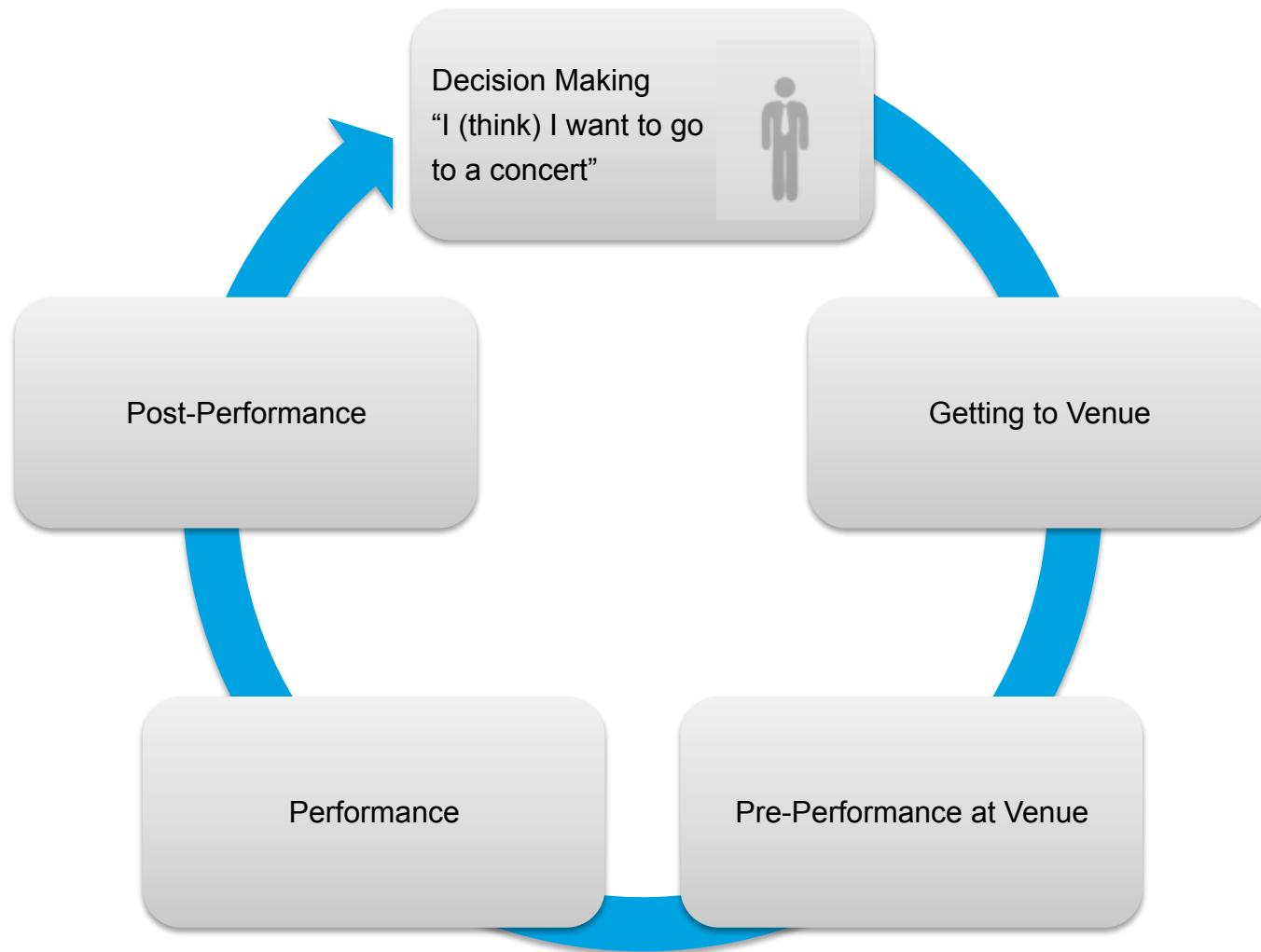


EXPERIENCE

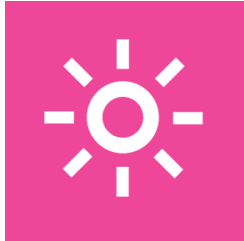
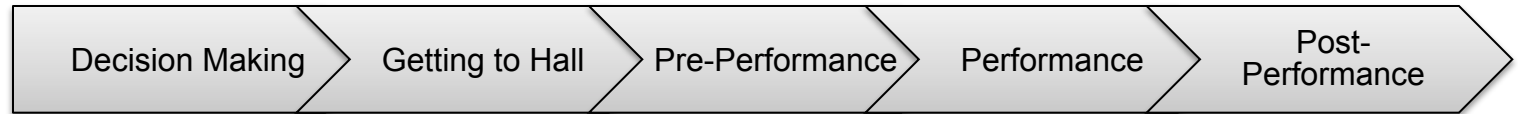
Present an exciting concert experience from arrival to departure at your venue.

- Kiosks
- Digital signage
- Listening stations

USER EXPERIENCE.



USER EXPERIENCE →



DISTRIBUTION

- Hear local orchestra on the radio and become inspired to

- Purchase a download of your performance.



ENGAGEMENT

- View photos of previous concert liked by a Facebook friend from orchestra Facebook page.

- Plan out evening based on info from website.
- Learn more about the performance you are going to hear with video clips, program notes & other media.

- Enjoy new, modern work more than usual because of online program notes.

- Learn more about the oboist who played a beautiful solo in one of the works you heard.
- Receive invitations, directions and offers for post-concert events with artists and fellow patrons.



EXPERIENCE

- Order last minute seats.
- Print tix at home.

- Enjoy better parking with the parking discount on your ticket.

- Skip box office and will call lines
- Personal greeting from ushers
- Development informed of VIP arrival

- Deeper connection with performance by section close-ups, reading real-time notes, and following the score.

- Make a purchase at the symphony store using a coupon on your PAH ticket.
- Relive thrill of the performance with download.
- Share music with coworkers on Monday.

USER EXPERIENCE →

Decision Making

Getting to Hall

Pre-Performance

Performance

Post-
Performance



DISTRIBUTION



ENGAGEMENT



EXPERIENCE

RESOURCES.

People & money are part of this too.

COMMON THEMES.

- Expensive.
- Our customers don't want it.
- Requires special skills.
- Not worth the effort.
- Musicians won't support it.
- Board won't support it.



BIG SECRET.

Your staff, musicians and board will support a digital strategy if you have one.

FUNDING.

- 95% of your digital efforts will be offered for free.
- These are contributed revenue projects:
 - Corporate sponsorship
 - Development campaigns
 - Foundation support
 - Special gifts from individual donors

TOOLS.

The basics of what you need.

THE BASICS.



VIDEO

- Largest video network
- Accounts for 5% of user time online
- Casts a wider net for new audiences
- Free



SOCIAL

- Largest social network
- 500M+ active users
- Where users spend most of their time online
- Expected
- Free



AUDIO/MOBILE


- Classical Music Focused
- THE event-based platform for mobile services
- Free → to affordably priced

WEB: NEW YORK PHIL.

New York Philharmonic

nyphil.org

SHOPPING CART (0) MY ACCOUNT [LOG IN](#) PRINT DONATE NOW [SEARCH](#)



Alan Gilbert
Music Director

< January '11 >


SUN	MON	TUE	WED	THU	FRI	SAT
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

View Full Calendar | List

Alan Gilbert and the Philharmonic are "The Best of 2010"

That's how *The New York Times*, *Time Out New York*, *New York* magazine, and *The New Yorker* described Alan Gilbert and the Philharmonic, with special praise for Ligeti's *Le Grand Macabre* last May. Check out the next collaboration with Doug Fitch, Janáček's *The Cunning Little Vixen*, this June!

[1](#) [2](#) [3](#) [4](#)



[RELIVE GRAND MACABRE](#) | [VIEW VIXEN](#)

Sign Up for eNotes Newsletter

Watch & Listen

[Play iTunes Page](#)

Upcoming Concerts & Events



DISTRIBUTION: LA PHIL.

hilharmonic at x

v.laphil.com

HOLLYWOOD BOWL

Log in to Your Account

Search for:

LA PHIL
WALT DISNEY CONCERT HALL

LOS ANGELES PHILHARMONIC
Gustavo Dudamel
Music Director

CONCERT TICKETS VISIT WATCH + LISTEN CONNECT PHILPEDIA EDUCATION GIVE SHOP

The LA Phil App
Local Natives
Carol Williams
L'Arpeggiata

Dudamel conducts Bernstein & Beethoven
Gustavo kicks off 2011 with two weekends of signature programming!

Tickets & Info

LA PHIL LIVE
WITH GUSTAVO DUDAMEL
FROM WALT DISNEY CONCERT HALL

IN MOVIE THEATRES
» GET DETAILS

UPCOMING CONCERTS

Dudamel conducts Bernstein and Beethoven
Classical

LA Phil LIVE: Dudamel Conducts Beethoven
Additional Concerts

Dudamel conducts Mahler's 9th
Classical

Text Size: A A A

JANUARY 2011

S	M	T	W	TH	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

SM: IRAQ YOUTH ORCHESTRA.

The screenshot shows the Facebook profile of the National Youth Orchestra of Iraq. The page header includes the Facebook logo, a search bar, and navigation links for Home, Profile, and Account. The profile picture is a circular logo with the text "national youth orchestra iraq" and Arabic text. The cover photo is a blue banner with the same logo. The page is divided into several sections:

- Left Sidebar:**
 - A "Suggest to Friends" button.
 - A "Subscribe via SMS" button.
 - A text box stating: "Auditions are closed for NYOI 2011. The next phase of hard work begins."
 - An "Information" section with details:
 - Genre: Classical/ World Music
 - Hometown: Baghdad, Suleimanya, Erbil
 - Record Label: <http://www.bbc.co.uk/news/world-middle-east-10969951>
 - Current Location: Baghdad, Suleimanya, Erbil
 - A section titled "4 Friends Like This" with small profile pictures of four friends.
- Main Content Area:**
 - Tabs for Wall, Info, Photos, Discussions, and Boxes.
 - A "Share:" section with options for Post, Photo, Link, and Video.
 - A post from January 1 at 5:44pm by Paul, wishing everyone a peaceful 2011. It has 7 likes.
 - A post from January 1 at 5:48pm by the orchestra, announcing the closure of auditions for 2011. It has 1 like.
 - A post from January 1 at 5:48pm by the orchestra, wishing everyone a peaceful 2011. It has 1 like.
 - A video player showing a woman singing, with the URL http://www.youtube.com/watch?v=gMW_yhH0a3c.
- Right Sidebar:**
 - A "Create an Ad" button.
 - A "Connect With More Friends" section with a Facebook logo and a text box: "Share the Facebook experience with more of your friends. Use our simple invite tools to start connecting."
 - A "More Ads" button.
 - A "Chat (Offline)" button.

FUNDRAISING: CHARITY:WATER.

w.charitywater.org/

ce SimpleScott Takagi Masakatsu Hipserv Media Center Tutorial: Final Cut Ex

charity: water


STORE | DONATE | WHY WATER? | PROJECTS | GET INVOLVED | PHOTOS+MEDIA | EVENTS | ABOUT US mycharity: water


0 1 2 3 4


\$1 = \$12
Every dollar invested in improved water access and sanitation yields an average of \$12 in economic returns. [Learn more >](#)

charity: water is a non-profit organization bringing clean and safe drinking water to people in developing nations. 100% of public donations directly fund water projects. [Learn more](#) or [donate](#).

GET OUR LATEST NEWS.
E-MAIL

 **DANCE FOR CLEAN WATER!**
Start a campaign on [mycharitywater.org](#).

 **WEAR CHARITY:**
charity: water tees, bracelets + more.

 **CNN> ABC> NY TIMES>**
Learn more about charity: water in the news.

FUNDRAISING: CHARITY:WATER.

w.charitywater.org/

ce SimpleScott Takagi Masakatsu Hipserv Media Center Tutorial: Final Cut Ex

charity: water


STORE | DONATE | WHY WATER? | PROJECTS | GET INVOLVED | PHOTOS+MEDIA | EVENTS | ABOUT US mycharity: water


0 1 2 3 4


\$1 = \$12
Every dollar invested in improved water access and sanitation yields an average of \$12 in economic returns. [Learn more >](#)

charity: water is a non-profit organization bringing clean and safe drinking water to people in developing nations. 100% of public donations directly fund water projects. [Learn more](#) or [donate](#).

GET OUR LATEST NEWS.
E-MAIL

 **DANCE FOR CLEAN WATER!**
Start a campaign on [mycharitywater.org](#).

 **WEAR CHARITY:**
charity: water tees, bracelets + more.

 **CNN> ABC> NY TIMES>**
Learn more about charity: water in the news.

PEER REVIEW SUMMARY.

	Content									Channel			Functionality					
	Program Notes	Label Recordings	Podcast	Radio Streams	Audio Clips	Video Clips	Mobile Content: IE Ringtones	Photo Albums	Performance Video	iPhone App/ Mobile WWW	SMS	YouTube	Social Media: Facebook, Twitter	Select Your Own Seat	Print at Home Tickets	Account Management	Online Exchanges	Embeddable Content
DSO	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
Atlanta	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
BSO	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
CSO	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
Dallas	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
LA Phil	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
Nashville	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
NY Phil	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
Philly	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
Pittsburgh	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
SFSO	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>

☒ Somewhat ☐ No ☒ Yes

QUICK RECAP.

3 areas of focus.

DISTRIBUTION.

Leverage established platforms.

ENGAGEMENT.

Success online requires strong social networks.

EXPERIENCE.

Excite your customers at the venue.

THANK YOU.

vince.ford@gmail.com
vinceford.com

OUR TIME SPENT ONLINE.

Top 10 U.S. Web Parent Companies, Home & Work

May 2010

RANK	PARENT	UNIQUE AUDIENCE (000)	ACTIVE REACH %	TIME PER PERSON (HH:MM:SS)
1	GOOGLE	160,791	81.2	1:57:02
2	MICROSOFT	136,805	69.1	1:53:10
3	YAHOO!	133,385	67.4	2:15:17
4	FACEBOOK	125,243	63.2	6:18:25
5	AOL LLC	81,559	41.2	1:50:02
6	NEWS CORP. ONLINE	76,116	38.4	0:49:37
7	INTERACTIVECORP	73,004	36.9	0:12:49
8	EBAY	62,453	31.5	1:20:00
9	WIKIMEDIA FOUNDATION	60,870	30.7	0:16:04
10	AMAZON	60,693	30.6	0:24:07

Source: Nielsen NetView

